## **ORDER**

Orders Order / Rev: 698301 06224636 Alt Order #: **CROSSROADS GPS** Product Desc: WKYC 732 Estimate: 07/30/12 - 08/03/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: Sales Office: 07/09/12 / 08/02/12 T-WAS Order Type: Political Sales Region: NAT Crossroads Media/ POL Agency Name: **Buying Contact:** Amber Blonden Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 88 Canal Center Plaza Suite 555 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% **Crossroads GPS** Advertiser Name: Demographic: A25-54 New Business Thru: **Product Codes:** IS-Candidate/Presidential,IS-Candidate/ Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

07/30/12

Bill Plan					Totals
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month

53

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$104,900.00	\$89,165.00	0.00
Totals	53	\$104,900.00	\$89,165.00	0.00

Agency External ID:

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

\$89,165.00

AGY, GEN, POL

\$104,900.00

Order Share	Share	Total
WKYC	34%	\$104,900.00
Market	100%	\$308 520 41

Revenue Codes:

08/03/12

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	26%	\$80,217.65
WJW	21%	\$64,791.18
WOIO	17%	\$52,450.00
WUAB	2%	\$6,170.59

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 2 WKYC	08/03/12	08/03/12	Tonight Show	CM	1135p-1237a	F	:30	1	\$575.00 P-2	0.00 NM	0	\$0.00
			Tonight Show									
TONIGH	HT SHOW	1										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3	30/12	08/05/12	F	1	\$575.00	0.00						
Spot Ch	Date Rar	nge D	escription	Start	t/End Time	<u>'</u>	Weekdays	Len	gth Rate	Rtg Type		
1 NKYC	07/30/12	-08/05/12 T	onight Show	1135	5p-1237a	-	F		:30 <del>(\$575.00)</del>	0.00 NM		
See	e MG 31.2	2,31.3,31.4,	31.5,31.6,31.7,31.8	3,31.9,31.10,3	1.11,31.12,31	.13						
[Pro	gm Chang	ge] olympics	3									
E 3 WKYC	08/03/12	08/03/12	M-F 3-4p	CM	3р-4р	F	:30	1	\$350.00 P-2	0.00 NM	0	\$0.00
			The Doctors									
THE DO	CTORS											
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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WKYC

Order / Rev: 698301

06224636

Alt Order #:

Advertiser:

CROSSROADS GPS Product Desc:

Flight Dates: 07/30/12 - 08/03/12

Crossroads GPS

Estimate: 732

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime I	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 3 WKYC	08/03/1	2 08/03/12	•	СМ	3p-4p		F	:30	1	\$350.00 P-2	0.00 NM	0	\$0.00
THE DC	OCTORS		The Doctors										
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating	•						
Week: 07/3 Spot Ch	30/12 Date Ra	08/05/12 nge D	escription	1 Star	\$350.00 t/End Time	0.00		Veekdays	Len	gth Rate	Rtg Type		
		2-08/05/12 N		3p-4	•		=	F		:30 <del>(\$35</del> 0.00)	0.00 NM		
E 4 WKYC			31.5,31.6,31.7,31.	8,31.9,31.10,3 ————————————————————————————————————			F	.20		\$405.00 D.0	0.00 NM	0	<b>20.00</b>
E 4 WKIC	06/03/1	2 00/03/12	Ellen Degeneres	_	4p-5p		F	:30	1	\$425.00 P-2	0.00 NM	0	\$0.00
ELLEN	rt Doto	End Data	Modedovo	Cnoto/Mook	Doto	Dating							
Week: 07/	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00	•						
	Date Ra	<u>nge</u> <u>D</u> 2-08/05/12 M	escription	<u>Star</u> 4p-5	t/End Time		_	<u>Veekdays</u> F	Len	gth Rate :30 <del>(\$425.00)</del>	Rtg Type		
			1-1-4-5p 31.5,31.6,31.7,31.		•	1.13	-		-	.30 <del>(\$720.00)</del>	0.00 14141		
E 5 WKYC	08/03/1	2 08/03/12	M-F 430a-5a	СМ	430a-5a		F	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
CH 3 NE	EWS TO	DAY-430A	430a News										
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	_						
Week: 07/3		08/05/12	F	1	\$100.00	0.00				\$450.00 B.0	0.00.004		<b>#450.00</b>
E 6 WKYC	08/03/1	2 08/03/12	Channel 3 News	CM @ 5AM	5a-6a		F	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
	AT SUNF			0	Б.	D ::							
Sta Week: 07/3	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00	•						
E 7 WKYC	08/03/1	2 08/03/12	•	CM	5p-6p		F	:30	1	\$525.00 P-2	0.00 NM	0	\$0.00
DR. PHI	IL		Dr. Phil										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	•					İ	
Week: 07/3 Spot Ch	30/12 Date Ra	08/05/12 nge D	F escription	1 Star	\$525.00 t/End Time	0.00		Veekdays	Len	ath Rate	Rtg Type		
1 NKYC	07/30/12	2-08/05/12 N	1-F 5-6p	5p-6	Sp		_	F		:30 (\$525.00)		ĺ	
			31.5,31.6,31.7,31.										•
E 8 WKYC	08/03/1	2 08/03/12	M-F 6-630p Channel 3 News	CM at 6p	6p-630p		F	:30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
	EWS AT			·	_								
Sta Week: 07/3	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$1,400.00	Rating 0.00	•						
E 9 WKYC				CM	6a-7a		F	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
CHANN	IEL 3 NE'	ws	Channel 3 News	Today @ 6AN	1								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						į	
Week: 07/3 E 10 WKYC		08/05/12	F	1	\$450.00	0.00	) F	:30		\$600.00 D.2	0.00 NM	1	¢600.00
E IU WKIC	07/30/1	2 06/03/12	M-F 7-9a Today Today Show	Civi	7a-9a		F	.30	1	\$600.00 P-2	U.UU INIVI	<u>'</u>	\$600.00
TODAY		End Data	Modedovo	Cnoto/Mook	Doto	Dating							
Week: 07/	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00	•					İ	
E11 WKYC	07/30/1	2 08/03/12	•	CM	730-8p		F	:30	1	\$850.00 P-2	0.00 NM	0	\$0.00
ENTER <sup>-</sup>	TAINMEI	NT TONIGH	Entertainment To T	onight									
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating	•						
Week: 07/3 Spot Ch	30/12 Date Ra	08/05/12 nge D	escription	1 Star	\$850.00 t/End Time	0.00		Veekdays	Len	gth Rate	Rtg Type		
		2-08/05/12 N		730-	•		-	F		:30 <del>(\$850.00)</del>	0.00 NM		
		2,31.3,31. <i>4,</i> ge] o zone	31.5,31.6,31.7,31.	8,31.9,31.10,3	81.11,31.12,3°	1.13							
			Olympics Prime	СМ	Olympic Pri		F	:30	1	\$7,500.00 P-2	0.00 NM	1	\$7,500.00
'12 ∩I ∨	MPIC PE	RIME7/28/12	Olympic Primetin	ne	(8:00 PM-12	:00 XM)							
.2 021			<u>-</u>								١	1	

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WKYC

Order / Rev: 698301

2000

Advertiser: Crossroads GPS

732

Alt Order #: 06224636

Product Desc: CROSSROADS GPS

Flight Dates: 07/30/12 - 08/03/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ıys L	en Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E12 WKYC	07/30/12	2 08/03/12	Olympics Prime	CM	Olympic Prin		- F	:30	1 \$	\$7,500.00 P-2	0.00 NM	1	\$7,500.00
'12 OLY	MPIC PR	IME7/28/12	Olympic Primetin - 8/11/12	ne	(8:00 PM-12:	00 XM)							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 07/ Spot Ch	/30/12 Date Rai	08/05/12 nae D	F escription		\$7,500.00 E/End Time	0.00	Wee	kdays	Leng	ath Rate	Rtg Type		
		<u> </u>	lympics Prime		npic Primetin(8	3:00 PM-10				30 \$7,500.00			
E 13 WKYC	08/03/12	2 08/03/12	M-F 9-10a Today	II CM	9a-10a		- F	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
TODAY	SHOW II		Today Show II										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 07/		08/05/12	Olympic Late Nev	vs CM	\$350.00 12x-12:35x	0.00 M		:30	1 (	\$2,400.00 P-2	0.00 NM	1	\$2,400.00
L 14 WKIC	07/30/12	2 00/03/12	Olympic Late Nev		123-12.333	IVI		.50	1 ,	φ2,400.00 F-2	U.UU INIVI	'	φ2,400.00
		TE NEWS7		Cnoto/Mook	Doto	Dating							
Week: 07/	rt Date /30/12	End Date 08/05/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$2,400.00	Rating 0.00							
E 15 WKYC	07/30/12	2 08/03/12	Tonight Show	CM	1135p-1237a	a M		:30	1	\$575.00 P-2	0.00 NM	0	\$0.00
TONIGH	HT SHOW	1	Tonight Show										
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 07/ Spot Ch	/30/12 Date Rai	08/05/12 nge D	M escription	1 Stari	\$575.00 E/End Time	0.00	Wee	ekdays	Leng	oth Rate	Rtg Type		
			onight Show		5p-1237a					:30 <del>(\$575.00)</del>			
		2,31.3,31.4, ge] olympics	31.5,31.6,31.7,31.8	8,31.9,31.10,3	1.11,31.12,31	.13							
E 16 WKYC				CM	3p-4p	M		:30	1	\$350.00 P-2	0.00 NM	0	\$0.00
			The Doctors										
	OCTORS ort Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 07/	/30/12	08/05/12	M	1	\$350.00	0.00							
	Date Rai	<u>nge D</u> -08/05/12 M	escription I-F 3-4p	<u>Star</u> 3p-4	t/End Time p			<u>kdays</u> 	Leng	gth <u>Rate</u> :30 <del>(\$350.00)</del>	Rtg Type 0.00 NM		
			31.5,31.6,31.7,31.8	•	•	.13				(\$000.00)	0.00 /		
E 17 WKYC	07/30/12	2 08/03/12	•	CM	4p-5p	M		:30	1	\$425.00 P-2	0.00 NM	0	\$0.00
ELLEN			Ellen Degeneres										
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 07/ Spot Ch		08/05/12 nge D	M escription	1 Star	\$425.00 <u>E/End Time</u>	0.00	Wee	kdavs	Len	oth Rate	Rta Type		
1 NKYC	07/30/12	-08/05/12 M	1-F 4-5p	4p-5	р					:30 <del>(\$425.00)</del>	· · · · · · · · · · · · · · · ·		
Se	e MG 31.2	2,31.3,31.4,	31.5,31.6,31.7,31.8										
E 18 WKYC	07/30/12	2 08/03/12	M-F 430a-5a 430a News	CM	430a-5a	М		:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
CH 3 N	EWS TO	0AY-430A	4000 140W3										
<u>Sta</u> Week: 07/	rt Date /30/12	End Date 08/05/12	Weekdays M	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00							
E 19 WKYC			M-F 5-6a	CM	5a-6a	M		:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
NEWC		ICE	Channel 3 News	@ 5AM									
_	AT SUNR irt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 07/		08/05/12	M	1	\$450.00	0.00							
E 20 WKYC	07/30/12	2 08/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	M		:30	1	\$525.00 P-2	0.00 NM	0	\$0.00
DR. PH	IL		D1. 1 1										
Sta Week: 07/	rt Date /30/12	End Date 08/05/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$525.00	Rating 0.00							
Spot Ch	Date Rai	nge <u>D</u>	escription	•	#/End Time	0.00	Wee	kdays	Len		Rtg Type		
		-08/05/12 M	•	5p-6	•	12	М		:	:30 <del>(\$525.00)</del>	0.00 <i>NM</i>		
E 21 WKYC			31.5,31.6,31.7,31.8	CM	6p-630p	. 13		:30	1 (	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
LZI WINIO	01/30/12	- 00/03/12		Civi	ob-000h			.00	' '	ψ1, <del>1</del> 00.001 2	0.00 14101	'	Ψ1, +00.00

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WKYC

Order / Rev: 698301 Advertiser: Crossroads GPS

06224636 Alt Order #:

Product Desc: CROSSROADS GPS

Flight Dates: 07/30/12 - 08/03/12 732

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T		Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F 6-630p Channel 3 News	at 6p		M							
CH 3 N	IEWS AT	6										_	
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	2						
Week: 07	/30/12	08/05/12	M	1	\$1,400.00	0.0	0						
E 22 WKYC	07/30/1	2 08/03/12	M-F 6-7a	CM	6a-7a	M	[	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
CLIANIA	UEL ONE	WC.	Channel 3 News	Today @ 6AM	1								
	NEL 3 NE		Ma alada sa	Consta AM and	Data	Datia	_						
Week: 07	art Date	End Date 08/05/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.0	_						
			M-F 7-9a Today	CM	7a-9a		<u> </u>	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
L 23 WKTC	01/30/1	2 00/03/12	Today Show	Civi	7 a-9a	101		.30	'	\$000.00 F-2	U.UU INIVI	'	φουσ.σσ
TODAY	/ SHOW		roddy Onon										
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	9						
Week: 07	/30/12	08/05/12	M	1	\$600.00	0.0	_						
E 24 WKYC	07/30/1	2 08/03/12	M-F 730-8p	СМ	730-8p	M	[	:30	1	\$850.00 P-2	0.00 NM	0	\$0.00
			Entertainment To	night									
ENTER	RTAINME	NT TONIGH	Т										
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	_						
Week: 07		08/05/12	M	1	\$850.00	0.0		/		ath Data	Dia Tuna		
	Date Ra	ם <u>D</u> 2- <i>08/05/12 M</i>	escription	730-	/End Time		VV M	<u>/eekdays</u>	Ler	<u>ngth                                    </u>	Rtg Type 0.00 NM		
			: 730-6ρ 31.5,31.6,31.7,31.ε		•	12	171-			.30 <del>(\$000.00)</del>	0.00 14141		
		.2,37.3,37.4,. ige] o zone	31.0,31.0,31.1,31.0	,,51.9,51.10,5	1.11,51.12,51.	. 13							
			Olympics Prime	CM	Olympic Prim	netime M	 L	:30	1	\$7,550.00 P-2	0.00 NM	1	\$7,550.00
LZO WICIO	01/00/1	2 01/00/12	Olympic Primetim		Olympio i im	iouiiici.	-	.00	•	ψ1,000.001 2	0.00 14101		φ7,000.00
'12 OL`	YMPIC PI	RIME7/28/12		-									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	2						
Week: 07	/30/12	08/05/12	M	1	\$7,550.00	0.0	ō						
E 26 WKYC	07/30/1	2 08/03/12	M-F 9-10a Today	II CM	9a-10a	M	[	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
			Today Show II										
	/ SHOW				_								
	art Date	End Date	Weekdays M	Spots/Week	Rate	Rating	_						
Week: 07		08/05/12	172	1	\$350.00	0.0				ФО 400 00 D 0	0.00.1114		<b>#</b> 0.400.00
E30 WKYC	07/30/1	2 08/03/12	Olympic Late New		12x-12:35x	-	T	:30	1	\$2,400.00 P-2	0.00 NM	1	\$2,400.00
'12 OL	YMPIC I A	ATE NEWS7	Olympic Late Nev /27/12 - 8/1	V5									
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	a						
Week: 07		08/05/12	T	1	\$2,400.00	0.0							
E31 WKYC	07/30/1	2 08/03/12	Tonight Show	CM	1135p-1237a	۱ -	T	:30	1	\$575.00 P-2	0.00 NM	6	\$6,350.00
			Tonight Show										
TONIG	HT SHO\	N											
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 07		08/05/12	T	1	\$575.00	0.0		la alcdava	ا م	ath Data	Dta Tuna		
	Date Ra		escription onight Show		<u>E/End Time</u> 5p-1237a		_	<u>/eekdays</u> Th	_	<u>ngth                                    </u>	Rtg Type		
			31.5,31.6,31.7,31.8		•	13		111		.50 (\$070.00)	0.00 14141		
		ige] olympics		,,01.0,01.10,0	,01.12,01.								
2 NKYC	07/30/1	2-08/05/12 M	I-F 5-6p News (Oly	mpic) M-F	5-6P		M	ГWГhF		:30 \$1,000.00	0.00 NM		
			4.2,46.1,16.2,11.1,4		6.1,62.1,4.1,20	0.1,44.1	,53.1,15.	2,2.1,17.1,6	36.1,	33.1,40.1,59.1,	,20.2,		
3 NKYC	07/30/12	2-08/05/12 M	I-F 5-6p News (Oly	mpic) M-F	5-6P		M	ГWГhF		:30 \$1,000.00	0.00 NM		
⊕ M	G for 15.1	,32.1,36.1,24	4.2,46.1,16.2,11.1,4	45.1,7.1,3.1,1	6.1,62.1,4.1,20	0.1,44.1	,53.1,15.	2,2.1,17.1,6	36.1,	33.1,40.1,59.1,	,20.2,		
4 NKYC	07/30/12	2-08/05/12 M	l-F 5-6p News (Oly	mpic) M-F	5-6P		M	ГWГhF	-	:30 \$1,000.00	0.00 NM		
⊕ M	G for 15.1	,32.1,36.1,2	4.2,46.1,16.2,11.1,4	45.1,7.1,3.1,1	6.1,62.1,4.1,20	0.1,44.1	,53.1,15.	2,2.1,17.1,6	66.1,	33.1,40.1,59.1,	,20.2,		
5 NKYC	07/30/12	2-08/05/12 M	l-F 5-6p News (Oly	mpic) M-F	5-6P		M	ГWГhF	-	:30 \$1,000.00	0.00 NM		
_			4.2,46.1,16.2,11.1,4		6.1,62.1,4.1,20	0.1,44.1	,53.1,15.	2,2.1,17.1,6	36.1,	33.1,40.1,59.1,	,20.2,		
6 NKYC	07/30/12	2-08/05/12 M	I-F 5-6p News (Oly	mpic) M-F	5-6P		M	ГWГhF		:30 \$1,000.00	0.00 NM		
⊕ M	G for 15.1	,32.1,36.1,24	4.2,46.1,16.2,11.1,4	45.1,7.1,3.1,1	6.1,62.1,4.1,20	0.1,44.1	,53.1,15.	2,2.1,17.1,6	36.1,	33.1,40.1,59.1,	,20.2,		
13 NKYC	07/30/12	2-08/03/12 M	l-F 7-730p	7-73	0p		M	ГWГhF		:30 \$1,350.00	0.00 NM		
⊕ M0	G for 15.1	,32.1,36.1,24	4.2,46.1,16.2,11.1,4	45.1,7.1,3.1,1	6.1,62.1,4.1,20	0.1,44.1	,53.1,15.	2,2.1,17.1,6	36.1,	33.1,40.1,59.1,	,20.2,		

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WKYC

Order / Rev: 698301

Advertiser: 06224636 Alt Order #:

CROSSROADS GPS Product Desc:

Crossroads GPS

Flight Dates: 07/30/12 - 08/03/12 Estimate: 732

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E32 WKYC	08/02/1	2 08/02/12	•	CM	3p-4p	T	- :30	1 5	\$350.00 P-2	0.00 NM	0	\$0.00
THE DO	CTORS		The Doctors									
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 07/3 Spot Ch	30/12 Date Ra	08/05/12 inge D	escription	1 Star	\$350.00 E/End Time	0.00	Weekdays	Lengtl	h Rate	Rtg Type		
		2-08/05/12 N		3p-4	•		Th	- :30	) <del>(\$35</del> 0.00)	0.00 NM		
			31.5,31.6,31.7,31.8			1.13 T	-20	4 (	1405 00 D 0	0.00 NIM		<b>#</b> 0.00
E33 WKYC	08/02/1	2 08/02/12	Ellen Degeneres	СМ	4p-5p	1	- :30	1 9	\$425.00 P-2	0.00 NM	0	\$0.00
ELLEN					<b>-</b> .	5						
Sta Week: 07/3	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$425.00	Rating 0.00						
	Date Ra		escription		/End Time		Weekdays	Lengt		Rtg Type		
		2-08/05/12 N 2-31-3-31-4	1-F 4-5p 31.5,31.6,31.7,31.8	4p-5 8.31.9.31.10.3	•	1.13	Th	- :30	) <del>(\$425.00)</del>	0.00 NM		
			M-F 430a-5a	CM	430a-5a	T	- :30	1 9	\$100.00 P-2	0.00 NM	1	\$100.00
OLL O NI	oo	DAN/ 400A	430a News									
	=WS TO rt Date	DAY-430A End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		08/05/12	T	1	\$100.00	0.00						
E35 WKYC	07/30/1	2 08/03/12	M-F 5-6a Channel 3 News	CM	5a-6a	T	- :30	1 9	\$450.00 P-2	0.00 NM	1	\$450.00
NEWS A	AT SUNF	RISE	Charmer 3 News	@ SAIVI								
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 07/3 E36 WKYC		08/05/12 2 08/02/12		CM	\$450.00 5p-6p	0.00 T	- :30	1 5	\$525.00 P-2	0.00 NM	0	\$0.00
			Dr. Phil		- F - F	_			, , , , , , , , , , , , , , , , , , , ,			*****
DR. PHI Sta	IL rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3	30/12	08/05/12	T	1	\$525.00	0.00						
	Date Ra	<u>nge</u> <u>D</u> 2-08/05/12 M	Description  M-F 5-6n	<u>Star</u> 5p-6	:/End Time		<u>Weekdays</u> Th	Lengtl	<u>h</u> <u>Rate</u> 0 <del>(\$525.00)</del>	Rtg Type		
			31.5,31.6,31.7,31.8		•	1.13	***	.00	γο20.00)	0.00 74111		
E 37 WKYC	07/30/1	2 08/03/12		CM	6p-630p	T	- :30	1 \$1	,400.00 P-2	0.00 NM	1	\$1,400.00
CH 3 NE	EWS AT	6	Channel 3 News	at 6p								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3		08/05/12	T		\$1,400.00	0.00	.20	4 (	1450 00 D 0	0.00 NIM	1	<b>\$450.00</b>
E38 WKYC	07/30/1	2 08/03/12	Channel 3 News	CM Today @ 6AM	6a-7a 1	T	- :30	1 3	\$450.00 P-2	0.00 NM	1	\$450.00
	EL 3 NE			0	Б.,	D ::						
Sta Week: 07/3	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$450.00	Rating 0.00						
E39 WKYC			M-F 7-9a Today	CM	7a-9a	T	- :30	1 9	\$600.00 P-2	0.00 NM	1	\$600.00
TODAY	SHOW		Today Show									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3		08/05/12	T	1	\$600.00	0.00			2050 00 0	0.00.1114		00.00
E 40 WKYC	07/30/1	2 08/03/12	M-F 730-8p Entertainment To	CM onight	730-8p	T	- :30	1 8	\$850.00 P-2	0.00 NM	0	\$0.00
		NT TONIGH		0 . 114	<b>-</b> .	5						
Sta Week: 07/3	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$850.00	Rating 0.00						
Spot Ch	Date Ra	nge D	escription 1.5 700.0		/End Time		Weekdays	Lengt		Rtg Type		
		2-08/05/12 N 2.31.3.31.4.	1-F 730-8p 31.5,31.6,31.7,31.8	-730 8.31.9.31.10.3	•	1.13	Th	- :30	o <del>(\$850.00)</del>	0.00 <i>NM</i>		
		ge] o zone			,51112,0							
E 41 WKYC	07/30/1	2 08/03/12	Olympics Prime Olympic Primetin	CM	Olympic Prir	netime T	- :30	1 \$7	,500.00 P-2	0.00 NM	1	\$7,500.00
'12 OLY	MPIC PF	RIME7/28/12									l	

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**WKYC** 

Order / Rev: 698301

Advertiser: Crossroads GPS

732

Alt Order #: 06224636

Product Desc: **CROSSROADS GPS** 

07/30/12 - 08/03/12 Flight Dates: Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots E 41 WKYC 07/30/12 08/03/12 Olympics Prime Olympic Primetime- - - T- - -:30 \$7,500.00 P-2 0.00 NM \$7,500.00 Olympic Primetime '12 OLYMPIC PRIME7/28/12 - 8/11/12 **End Date** Start Date Weekdays Spots/Week Rate Rating 08/05/12 - - - T- - : Week: 07/30/12 \$7.500.00 0.00 E 42 WKYC 07/30/12 08/03/12 M-F 9-10a Todav II \$350.00 P-2 0.00 NM CM 9a-10a ---T---:30 \$350.00 Today Show II TODAY SHOW II Weekdays Spots/Week Start Date **End Date** Rate Rating - - - T- - : Week: 07/30/12 08/05/12 \$350.00 0.00 E43 WKYC 07/30/12 08/03/12 - T- - - -1 \$2,400.00 P-2 Olympic Late News CM 12x-12:35x :30 0.00 NM 1 \$2,400.00 Olympic Late News '12 OLYMPIC LATE NEWS7/27/12 - 8/1 **End Date** Spots/Week Start Date Weekdays Rate Rating 08/05/12 Week: 07/30/12 - T- - - -\$2,400.00 0.00 E 44 WKYC 07/30/12 08/03/12 Tonight Show 1135p-1237a :30 \$575.00 P-2 0.00 NM CM \$0.00 Tonight Show (11:35 PM-12:35 XM) **TONIGHT SHOW** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 07/30/12 08/05/12 - T- - - -\$575.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type (11:35 PM-12:35- T-----<del>(\$575.00)</del> 1 NKYC 07/30/12-08/05/12 Tonight Show 1135p-1237a :30 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13 [Prgm Change] olympics E 45 WKYC 07/31/12 07/31/12 M-F 3-4p - T- - - -СМ 3p-4p :30 \$350.00 P-2 0.00 NM 0 \$0.00 The Doctors THE DOCTORS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 \$350.00 0.00 Ch Date Range Start/End Time Weekdays Spot Description Length Rate Rtg Type 1 NKYC 07/30/12-08/05/12 M-F 3-4p 3p-4p :30 (\$350.00) 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13 E 46 WKYC 07/31/12 07/31/12 M-F 4-5p \$425.00 P-2 CM 4p-5p - T- - - -:30 0.00 NM 0 \$0.00 Ellen Degeneres **ELLEN** Spots/Week Start Date **End Date** Weekdays Rate Rating - T- - - -Week: 07/30/12 08/05/12 \$425.00 0.00 Ch Date Range Description Start/End Time Rate Rtg Type Weekdays Length 1 NKYC 07/30/12-08/05/12 M-F 4-5p 4p-5p :30 (\$425.00)0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13 E 47 WKYC 07/31/12 07/31/12 M-F 430a-5a 430a-5a - T- - - -:30 \$100.00 P-2 0.00 NM \$100.00 CM 430a News CH 3 NEWS TODAY-430A Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 07/30/12 08/05/12 - T- - - -\$100.00 0.00 E 48 WKYC 07/30/12 08/03/12 M-F 5-6a - T- - - -:30 \$450.00 P-2 0.00 NM CM 5a-6a \$450.00 1 Channel 3 News @ 5AM **NEWS AT SUNRISE** Spots/Week Rating **End Date** Weekdays Start Date Rate Week: 07/30/12 08/05/12 - T- - -\$450.00 0.00 E 49 WKYC 07/31/12 07/31/12 M-F 5-6p CM 5p-6p - T- - - -:30 \$525.00 P-2 0.00 NM n \$0.00 Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating - T- - - -Week: 07/30/12 08/05/12 \$525.00 0.00 Description Start/End Time Ch Date Range Rate Rtg Type Weekdays Length 1 NKYC 07/30/12-08/05/12 M-F 5-6p 5p-6p :30 (\$525.00) 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13 6a-7a E 51 WKYC 07/30/12 08/03/12 M-F 6-7a - T- - - -:30 \$450.00 P-2 0.00 NM \$450.00 Channel 3 News Today @ 6AM **CHANNEL 3 NEWS** 

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Order / Rev: 698301

Advertiser: Crossroads GPS

06224636 CROSSROADS GPS Alt Order #: Product Desc: WKYC

Flight Dates: 07/30/12 - 08/03/12 Estimate: 732

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Day	s Len	Spots	Rate F	Pri Rtg Type	Spots	Amount
E 51 WKYC	07/30/1	2 08/03/12	M-F 6-7a Channel 3 News	CM	6a-7a	- T	:3	0 1	\$450.00 F	P-2 0.00 NM	1	\$450.00
CHANN	EL 3 NE	WS	Channel 3 News	Today & BAN	/I							
Sta Week: 07/3	rt Date	End Date 08/05/12	<u>Weekdays</u> - T	Spots/Week	Rate \$450.00	Rating 0.00						
E 53 WKYC			-	CM	730-8p	- T	:3	0 1	\$850.00 F	P-2 0.00 NM	0	\$0.00
			Entertainment To	night	•							
	rt Date	NT TONIGH End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3		08/05/12	- T	1	\$850.00	0.00	\\/		an antha Di	ata Dia Tuna		
	Date Ra 07/30/12	<u>ם 2-08/05/12 N</u>	escription 1-F 730-8p	<u>Star</u> 730-	t/End Time -8p		<u>Weekd</u> - T			ate <u>Rtg Type</u> <del>00)</del> 0.00 <i>NM</i>		
		.2,31.3,31.4, ige] o zone	31.5,31.6,31.7,31.	8,31.9,31.10,3	31.11,31.12,3	1.13			·	ŕ		
E 54 WKYC	07/30/1	2 08/03/12	Olympics Prime	CM	Olympic Pri	metime- T	:3	0 1	\$7,500.00 F	P-2 0.00 NM	1	\$7,500.00
'12 OLY	MPIC PI	RIME7/28/12	Olympic Primetin - 8/11/12	ne								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3 E 55 WKYC		08/05/12	M-F 9-10a Today	II CM	\$7,500.00 9a-10a	0.00 - T	:3	0 1	\$350.00 F	P-2 0.00 NM	1	\$350.00
			Today Show II						*******			*******
	SHOW I	II End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/3		08/05/12	- T	1	\$350.00	0.00					<u> </u>	
E 56 WKYC	07/30/1	2 08/03/12	Olympic Late Nev Olympic Late Nev		12x-12:35x	W-	:3	0 1	\$2,400.00 F	P-2 0.00 NM	1	\$2,400.00
'12 OLY	MPIC LA	ATE NEWS7		ws								
Sta Week: 07/3	rt Date	End Date 08/05/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$2,400.00	Rating 0.00						
E 57 WKYC			Tonight Show	CM	32,400.00 1135p-1237		:3	0 1	\$575.00 F	P-2 0.00 NM	0	\$0.00
TONICL	HT SHOV	Λ/	Tonight Show									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/3	30/12	08/05/12	W	1	\$575.00	0.00	<b>NA</b> / I I		o o o o o o o o o o o o o o o o o o o	ote Die Tees		
	Date Ra 07/30/12		escription onight Show		t/End Time 5p-1237a		<u>Weekd</u> W		ength <u>Ra</u> :30 <del>(\$575.</del>	ate <u>Rtg Type</u> <del>00)</del> 0.00 <i>NM</i>		
		.2,31.3,31.4, ige] olympics	31.5,31.6,31.7,31.8 6	8,31.9,31.10,3	31.11,31.12,3	1.13						
E 58 WKYC				CM	3р-4р	W-	:3	0 1	\$350.00 F	P-2 0.00 NM	0	\$0.00
THE DO	CTORS		The Doctors		(3:00 PM-4:0	00 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3 Spot Ch	30/12 Date Ra	08/05/12	W escription	1 Star	\$350.00 t/End Time	0.00	Weekd	ave La	ength Ra	ate Rtg Type		
		2-08/05/12 N		3p-4		(3:00 PM-4:0				0.00 NM		
See	e MG 31.	.2,31.3,31.4,	31.5,31.6,31.7,31.	8,31.9,31.10,3	31.11,31.12,3	1.13					<u> </u>	
E 59 WKYC	08/01/1	2 08/01/12	M-F 4-5p Ellen Degeneres	СМ	4p-5p	W-	:3	0 1	\$425.00 F	P-2 0.00 NM	0	\$0.00
ELLEN	rt Doto	End Data	Wookdovo	Spoto/Mook	Poto	Poting						
Week: 07/	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
	Date Ra	<u>nge</u> <u>D</u> 2-08/05/12 M	escription	<u>Star</u> 4p-5	t/End Time		<u>Weekd</u> W			ate Rtg Type 000 0.00 NM		
			31.5,31.6,31.7,31.8	•	•	1.13			.50 <del>(\$120.</del>	<del>00)</del> 0.00 Nivi		
E 60 WKYC	08/01/1	2 08/01/12	M-F 430a-5a 430a News	СМ	430a-5a	W-	:3	0 1	\$100.00 F	P-2 0.00 NM	1	\$100.00
CH 3 NE	EWS TO	DAY-430A	TOUG INGWS									
<u>Sta</u> Week: 07/3	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E 61 WKYC	07/30/1	2 08/03/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	W-	:3	0 1	\$450.00 F	P-2 0.00 NM	1	\$450.00
											•	

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WKYC

Order / Rev: 698301

Advertiser: Crossroads GPS

Alt Order #: 06224636

CROSSROADS GPS Product Desc:

Flight Dates: 07/30/12 - 08/03/12 732

Estimate:

Ln Ch Start End NEWS AT SUNRISE	Inventory Code Break	Start/End T	Γime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	Weekdays Spots/Week	<u>Rate</u> \$450.00	Rating 0.00					
E 62 WKYC 08/01/12 08/01/12	M-F 5-6p CM Dr. Phil	5p-6p	W	:30	1 \$525.00 P-2	0.00 NM	0	\$0.00
DR. PHIL  Start Date  End Date	Weekdays Spots/Week	Rate	Rating					
<u> </u>		\$525.00 t/End Time				Rtg Type		
1 NKYC 07/30/12-08/05/12 N See MG 31.2,31.3,31.4,	<i>Л-F 5-6p</i> 5p-6 .31.5,31.6,31.7,31.8,31.9,31.10,3	•		- W	:30 <del>(\$525.00)</del>	0.00 NM		
E 63 WKYC 07/30/12 08/03/12	M-F 6-630p CM Channel 3 News at 6p	6p-630p	W	:30	1 \$1,400.00 P-2	0.00 NM	1	\$1,400.00
CH 3 NEWS AT 6 Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 07/30/12 08/05/12	W 1	\$1,400.00	0.00					
E 64 WKYC 07/30/12 08/03/12  CHANNEL 3 NEWS	M-F 6-7a CM Channel 3 News Today @ 6AN	6a-7a ∕I	W	:30	1 \$450.00 P-2	0.00 NM	1	\$450.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 07/30/12 08/05/12	W 1	\$450.00	0.00					
E 65 WKYC 07/30/12 08/03/12 TODAY SHOW	M-F 7-9a Today CM Today Show	7a-9a	W	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 07/30/12 08/05/12	W 1	\$600.00	0.00 W	•20	4	0.00 NIM	0	<b>20.00</b>
E 66 WKYC 07/30/12 08/03/12	M-F 730-8p CM Entertainment Tonight	730-8p	VV	:30	1 \$850.00 P-2	0.00 NM	U	\$0.00
ENTERTAINMENT TONIGH Start Date End Date	T Weekdays Spots/Week	Rate	Rating					
Week: 07/30/12 08/05/12	W 1	\$850.00	0.00					
<u>Spot Ch Date Range D</u> 1 WKYC 07/30/12-08/05/12 W		t/End Time -8n		<u>'eekdays</u> <u>L</u> - W		Rtg Type 0.00 NM		
See MG 31.2,31.3,31.4,	.31.5,31.6,31.7,31.8,31.9,31.10,3	•	1.13		.00 (\$000.00)	0.00 74117		
[Prgm Change] o zone E 67 WKYC 07/30/12 08/03/12	Olympics Prime CM	Olympic Brit	metime W	:30	1 \$7,500.00 P-2	0.00 NM	1	\$7,500.00
'12 OLYMPIC PRIME7/28/12	Olympic Primetime	Olympic Pili	meumew	.30	1 \$7,500.00 F-2	U.UU INIVI	'	\$7,500.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 07/30/12 08/05/12 E 68 WKYC 08/01/12 08/01/12	W 1 M-F 9-10a Today II CM	\$7,500.00 9a-10a	0.00 W	:30	1 \$350.00 P-2	0.00 NM	1	¢250.00
	Today Show II	9a-10a	<b>VV</b>	.30	1 \$350.00 P-2	0.00 INIVI	'	\$350.00
TODAY SHOW II Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 07/30/12 08/05/12	W 1	\$350.00	0.00					
N70 WKYC 07/30/12 08/03/12	Olympics Weekday DT	Olympics W	eekday F	:30	2 \$1,800.00 P-3	0.00 NM	2	\$3,600.00
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 <u>End Date</u>	Weekdays Spots/Week	Rate \$1,800.00	Rating 0.00					
N71 WKYC 07/30/12 08/03/12	M-F 5-6p News (Olympic)M M-F 5-6p News (Olympics)	M-F 5-6P	F	:30	2 \$1,200.00 P-3	0.00 NM	2	\$2,400.00
Start Date Week: 07/30/12 End Date 08/05/12	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00					
N72 WKYC 07/30/12 08/03/12		7-730p	F	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	Weekdays Spots/Week	Rate \$2,000.00	Rating 0.00					
N73 WKYC 07/30/12 08/03/12	Olympics Zone CM Olympics Zone	Olympics Zo	oneTF	:30	0 \$2,400.00 P-2	0.00 NM	2	\$4,800.00
Start Date         End Date           Week: 07/30/12         08/05/12	Weekdays Spots/Week	Rate \$2,400.00	Rating 0.00					

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WKYC

Order / Rev: 698301 Advertiser: Crossroads GPS

Product Desc:

Alt Order #: 06224636 CROSSROADS GPS

Flight Dates: 07/30/12 - 08/03/12

Estimate: 732

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
N73 WKYC 07/30/12 08/03/	2 Olympics Zone CM Olympics Zone	Olympics ZoneTF	:30 0	\$2,400.00 P-2	0.00 NM	2	\$4,800.00
N74 WKYC 07/30/12 08/03/	2 Olympics Prime CM Olympic Primetime	Olympic Primetime TF (8:00 PM-10:30 PM)	:30 3	\$7,950.00 P-2	0.00 NM	3	\$23,850.00
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	<u> </u>	Rate Rating 0.00					
							A

Totals 53 \$104,900.00